



# THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003  
Phone: (212) 533-5300 - Fax: (212) 533-3659  
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

## Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:  
[http://www.nyc.gov/html/mancb3/html/sla/community\\_groups.shtml](http://www.nyc.gov/html/mancb3/html/sla/community_groups.shtml)
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for

- new liquor license       alteration of an existing liquor license       corporate change

Check if either of these apply:

- sale of assets       upgrade (change of class) of an existing liquor license

Today's Date: \_\_\_\_\_

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Is location currently licensed?  Yes  No    Type of license: Full liquor 3AM/2AM

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Nevada Smiths, Sports Bar + Restaurant  
Corporation and trade name of current license: 92 Nunswalk INC.

### APPLICANT:

Premise address: 100 Third Ave, New York, NY 10003

Cross streets: West side of 3<sup>rd</sup> Ave between E12 + E13 Street

Name of applicant and all principals: James Morrissey  
Bruce Caulfield and Gerard McNamee

Trade name (DBA): VINYL

**PREMISE:**

Type of building and number of floors: Mixed Residential + Commercial, 7 FL

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages? (includes roof & yard)  Yes  No If Yes, describe and show on diagram: \_\_\_\_\_

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any back or side yard use?  Yes  No What is maximum NUMBER of people permitted? 374

Do you plan to apply for Public Assembly permit?  Yes  No

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2):

C6 - 2A

**PROPOSED METHOD OF OPERATION:**

Will any other business besides food or alcohol service be conducted at premise?  Yes  No

If yes, please describe what type: \_\_\_\_\_

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Mon - Sun 10AM - 4AM

Number of tables? 30 Number of seats at tables? 86

How many stand-up bars/ bar seats are located on the premise? 3 / 37

(A stand up bar is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): ① 11ft L shaped Bar (basement)  
② 20ft long bar (back of ground FL)  
③ 15ft long bar (second FL)

Does premise have a full kitchen  Yes  No?

Does it have a food preparation area?  Yes  No (If any, show on diagram)

Is food available for sale?  Yes  No If yes, describe type of food and submit a menu

IRISH - AMERICAN STYLE. Breakfast, Lunch, Dinner

What are the hours kitchen will be open? 4 PM - 12 AM

Will a manager or principal always be on site?  Yes  No If yes, which? mgr/principal

How many employees will there be? 25

Do you have or plan to install  French doors  accordion doors or  windows?

Will there be TVs/monitors?  Yes  No (If Yes, how many?) 4

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJ  Juke box  Tapes/CDs/iPod

If other type, please describe \_\_\_\_\_

What will be the music volume?  Background (quiet)  Entertainment level

Please describe your sound system: 4 Speakers, 2 Monitors

Will you host any promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? NO

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")

Will there be security personnel?  Yes  No (If Yes, how many and when) \_\_\_\_\_

Thursday, Friday, Saturday 2-4 personnel between 8pm-4am

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you  have or  plan to install sound-proofing?

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed previously?  Yes  No

If yes, please indicate name of establishment: The Late Late

Address: 159 E HOUSTON Community Board # 3

Dates of operation: June 2014 - Present

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business The Late Late Bar and Restaurant

Has any principal had SLA reports or action within the past 3 years?  Yes  No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (name and address) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.



**LOCATION:**

How many licensed establishments are within 1 block? 10

How many On-Premise (OP) liquor licenses are within 500 feet? 11

Is premise within 200 feet of any school or place of worship?  Yes  No

**COMMUNITY OUTREACH:**

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

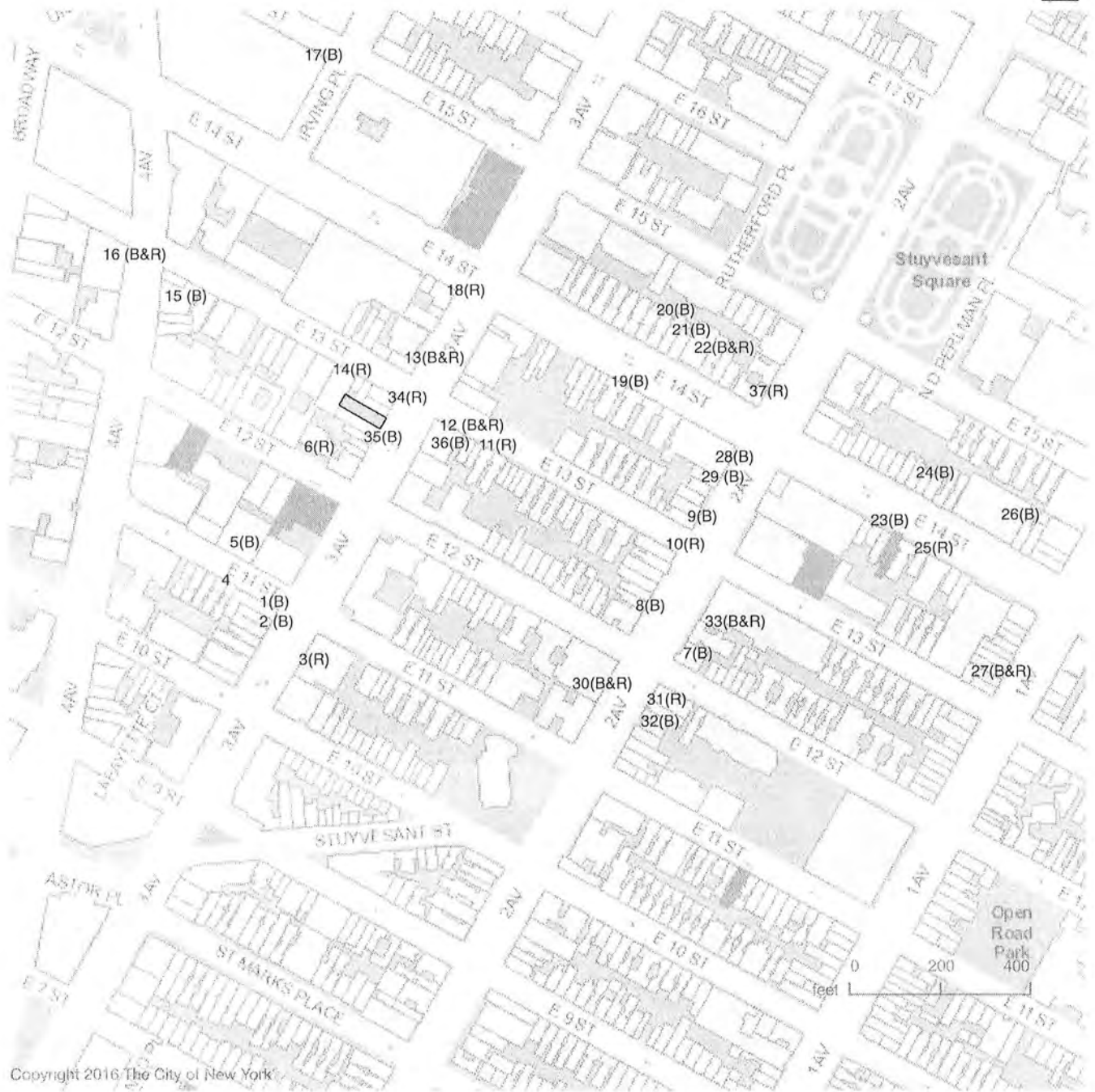
*We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.*

1.  I agree to close any doors and windows at 10:00 P.M. every night?
2.  I will not have  DJs,  live music,  promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_ DJs/ promoted events per \_\_\_,  more than \_\_\_ private parties per \_\_\_
3.  I will play ambient recorded background music only.
4.  I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5.  I will not seek a change in class to a full on-premise liquor license. Or  my business plan is to seek an upgrade at a later date.
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour. Or  Happy hour will end by 8pm.
8.  I will not have wait lines outside.  There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9.  Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

100 Third Ave

Establishments selling/serving beer, wine (B/W) or Liquor (OP) for 2 blocks in each direction. Numbers below correspond to the Map.

- 1) (OP) Pourhouse, 64 3rd Ave, New York, NY 10003
- 2) (OP) Blockheads, 60 Third Avenue, New York, NY 10003
- 3) (OP) The Smith, 55 3rd Ave, New York, NY 10003
- 4) (OP) Amsterdam Billiards, 110 E 11th St, New York, NY 10003
- 5) (OP) Webster Hall, 125 E 11th St, New York, NY 10003
- 6) (B/W) Wayside, 139 E 12th St, New York, NY 10003
- 7) (OP) 12th Street Ale House, 192 2nd Ave, New York, NY 10003
- 8) (OP) Shoolbreds, 197 2nd Ave, New York, NY 10003
- 9) (OP) Durdens, 213 2nd Ave, New York, NY 10003
- 10) (OP) Momofuku/Booker, 207 2nd Ave, New York, NY 10003
- 11) (B/W) Bruno, 204 E 13th St, New York, NY 10003
- 12) (OP) Penny Farthing, 103 3rd Ave, New York, NY 10003
- 13) (OP) Brazen Fox, 106 3rd Ave, New York, NY 10003
- 14) (B/W) CLC, 136 E 13th St, New York, NY 10003
- 15) (OP) The Royal, 127 4th Ave, New York, NY 10003
- 16) (OP) Singl, Hyatt Union Square New York, 80 E 13th St, New York, NY 10003
- 17) (OP) Side Bar, 118 E 15th St, New York, NY 10003
- 18) (OP) 5 Napkin Burger, 150 E 14th St, New York, NY 10003
- 19) (OP) The Belfry, 222 E 14th St, New York, NY 10003
- 20) (OP) Beauty Bar, 231 E 14th St, New York, NY 10003
- 21) (OP) Blind Pig, 233 E 14th St, New York, NY 10003
- 22) (OP) The Winslow, 243 E 14th St, New York, NY 10003
- 23) (OP) Nowhere, 322 E 14th St, New York, NY 10003
- 24) (OP) Crocodile Lounge, 325 E 14th St, New York, NY 10003
- 25) (B/W) Artichoke Pizza, 328 E 14th St, New York, NY 10003
- 26) (OP) O'Hanlons, 349 E 14th St, New York, NY 10003
- 27) (OP) The Redhead, 349 E 13th St, New York, NY 10003
- 28) (OP) Finnerty's, 221 2nd Ave, New York, NY 10003
- 29) (OP) Professor Thoms, 219 2nd Ave, New York, NY 10003
- 30) (B/W) Bar Veloce, 175 2nd Ave, New York, NY 10003
- 31) (B/W) Cacio e Pepe, 182 2nd Ave, New York, NY 10003
- 32) (OP) Ninth Ward, 180 2nd Ave, New York, NY 10003
- 33) (OP) Juke Bar, 196 2nd Ave, New York, NY 10003
- 34) (B/W) Feast, 102 3rd Ave, New York, NY 10003
- 35) (OP) Bar None, 98 3rd Ave, New York, NY 10003
- 36) (OP) Linen Hall, 101 3rd Ave, New York, NY 10003
- 37) (OP) Bait and Hook, 231 2nd Ave, New York, NY 10003



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## Soundproof - Managing noise inside the venue

We will be fully soundproofing the venue. Please see some of our methods below.

**Picture Panels** are sound panels that are wrapped in graphics, images, logos, fine art, vintage images, and more. The design options with these sound panel systems offers limitless beauty, combining to produce both a collapse in perimeter noise within a space, as well as a stunning visual presentation to the room.

**Barrel Diffusers** will act to scatter sound in a variety of commercial, audio, music or home theater settings. Bass absorption will vary with size the size of the Barrels ordered. A 2' X 4' Barrel diffusion panel has maximum absorption at 125 Hz. Increasing size of these sound diffusion panels to 4' X 8' lowers the point of maximum absorption to 63 Hz. Mid to high frequency absorption is typically 0.10 to 0.25. Barrel Diffusion exhibits maximum bass absorption when placed across corners. Corner placement eliminates multi-phase, comb filtered, and upper frequency reflections.

**CornerCut Bass Traps** are free standing open cell polyurethane foam bass traps designed for stacking in the corners of your room to help absorb low bass sound reflections. Cut in 4' lengths, these acoustic bass traps measure 12" x 12" on the back two sides with a 14" fluted front face. Available in 6 colors, these corner bass traps are an ideal compliment to wall and ceiling treatments where low bass tones are prevalent in your room.

### **Floorfighter Sound Barrier Underlayment**

Floorfighter is a rubber based floor underlayment made form recycled rubber tires. It is designed for subfloor use under laminate or engineered hardwood floors, ceramic tile, marble, carpet, linoleum or most any other finished flooring surface. Floorfighter is a free floating floor underlay that can also be used directly beneath a carpet pad and carpet for combatting sound transmission down through a common floor/ceiling assesmbly system. FloorFighter is capable of delivering luxury grade sound transmission values to your facility. The material is available in 4'x25' rolls, and simply free floats beneath your flooring surface.

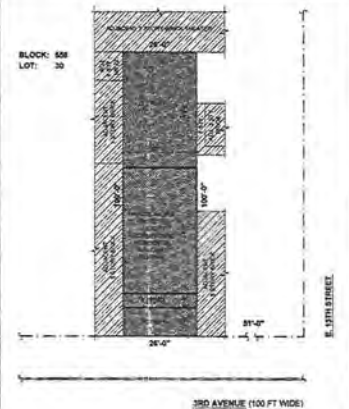
OCCUPANCY LOAD						
FLOOR	OCCUPANCY	PERMITTED AREA PER PERSON S.F. (TABLE 6-2)	NET FLOOR AREA (S.F.)	PERMITTED PERSONS	PROVIDED PERSONS	TOTAL # PEOPLE PROVIDED
CELLAR	SEATING	204	41,724	204	204	42
	STANDING	103	20,606	103	103	21
1st FLOOR	SEATING	836	167,200	836	836	167
	STANDING	822	164,400	822	822	164
1st FL. MEZZANINE	SEATING	335	67,000	335	335	67
	STANDING	163	32,600	163	163	33
2nd FLOOR	SEATING	326	65,200	326	326	65
	STANDING	327	65,400	327	327	66
<b>TOTAL</b>						<b>372</b>

NOTE: EACH FLOOR - MOVEABLE SEATS

**LEGEND**

	70 WATT EMERGENCY LIGHT, 1 HEADS
	70 WATT EMERGENCY LIGHT, 2 HEADS
	EMERGENCY LIGHT
	EXIST SIGN AND LIGHT
	EXIST SIGN
	CAPACITY SIGN
	TRAVEL DISTANCE

- PUBLIC ASSEMBLY NOTES**
1. SIGNS SHALL BE POSTED IN ALL ASSEMBLY SPACES, INDICATING THE NUMBER OF PERSONS. (SEC. 27-427)
  2. COPIES OF APPROVED PLANS TO BE KEPT ON PREMISES FOR INSPECTION. (SEC. 27-428)
  3. ENCLOSURES AND INTERIOR FINISHES SHALL MEET THE REQUIREMENTS OF TABLES S-1 OR S-2 AND SEC. 27-429
  4. SEATING ARRANGEMENTS SHALL BE ARRANGED TO CONFORM TO THE REQUIREMENTS OF SEC. 27-431
  5. ASSEMBLY SPACES SHALL BE SERVED BY ABLE AND CROSS ABLE PROVIDING UNOBSTRUCTED ACCESS TO EXITS. (SEC. 27-432)
  6. THE MAXIMUM TRAVEL DISTANCE FROM THE MOST REMOTE POINT IN A PLACE OF ASSEMBLY TO A PRIMARY AND SECONDARY EXIT AS SEC. 27-433
  7. EXIT OPENINGS SHALL COMPLY WITH SEC. 27-434
  8. EXIT PASSAGEWAYS SHALL COMPLY WITH THE REQUIREMENTS OF SEC. 27-435 AND TABLE S-1
  9. STAIRS EXITS SHALL COMPLY WITH THE REQUIREMENTS OF SEC. 27-438
  10. EXIT SIGNS TO COMPLY WITH SEC. 27-441
  11. SIGNS SHALL BE OF INTERNALLY LIGHTED TYPE IN ALL ASSEMBLY PLACES WHILE GENERAL ILLUMINATION IS REDUCED TO LESS THAN 5 FOOT CANDLES DURING A PERFORMANCE OR OCCUPANCY. SIGNS SHALL BE LIGHTED AT ALL TIMES DURING OCCUPANCY
  12. PERMIT SHALL BE SECURED FROM THE DEPARTMENT OF BUILDINGS & FIRE DEPARTMENT AS REQUIRED.
  13. CURTAINS, DECORATIONS, AND SCENERY HAVING FLAMES SPREAD RATE EXCEEDING 25 SHALL BE FLAME PROOFED IN COMPLIANCE WITH NYC BUILDING CODE & FIRE CODE.



**BUILDING CODE CLASSIFICATION**

TAX BLOCK	583
TAX LOT	30
USE GROUP	10
OCCUPANCY GROUP	(EATING & DRINKING ESTABLISHMENT)
ZONING DISTRICT	CS-2A
MAP NUMBER	126

OCCUPANCY BY MORE THAN \_\_\_\_\_ PERSONS IS DANGEROUS AND UNLAWFUL

Public Assembly License No. \_\_\_\_\_, Commissioner (where applicable) Dept. of Buildings, City of New York

**CAPACITY SIGN** (SEE SEC. 27-427) ON EACH FLOOR

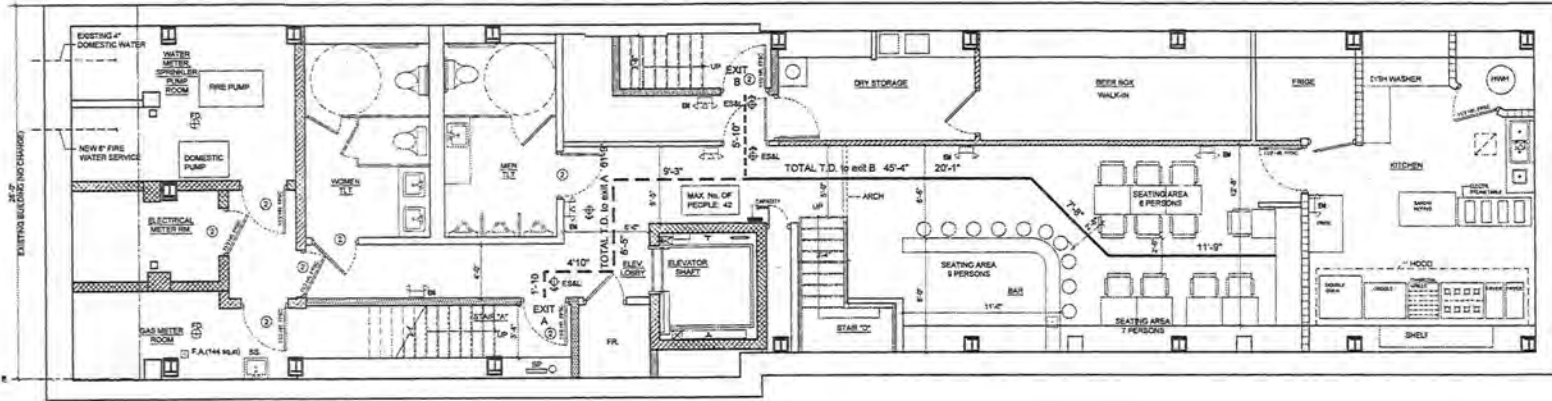
**PA EXIT DOOR CAPACITY**

DOOR	WIDTH	# OF UNITS	# OF PERSON PER UNIT	CAPACITY (# OF PERSONS)	ACTUAL CAPACITY	COMPLIED
A	36	1.5	50	75	42/2 + 21	COMPLIED
B	36	1.5	50	75	42/2 + 21	COMPLIED
C	72	3	100	300	84/PLMEZ + 21(CELL) + 105	COMPLIED
D	36	1.5	50	75	145/42IN + 55	COMPLIED
E	36	1.5	50	75	48	COMPLIED
F	36	1.5	50	75	145/2 + 71	COMPLIED
H	36	1.5	50	75	145/2 + 71	COMPLIED
K	42	1.5	100	150	48/PLMEZ + 71(PL) + 118	COMPLIED
J	36	1.5	100	150	21(CELL) + 94(PL) + 71(PL) + 148	COMPLIED

**PA STAIR & CORR. CAPACITY**

STAR	WIDTH	# OF UNITS	# OF PERSON PER UNIT	CAPACITY (# OF PERSONS)	ACTUAL CAPACITY	COMPLIED
<b>SRAIR B</b>						
CELLAR	44	2	60	120	21	COMPLIED
1 FL.	44	2	60	120	119	COMPLIED
1 FL. MEZZ.	44	2	60	120	48	COMPLIED
2 FL.	44	2	60	120	71	COMPLIED
<b>SRAIR A</b>						
CELLAR	40	1.5	60	90	21	COMPLIED
1 FL.	44	2	60	120	71	COMPLIED
2 FL.	44	2	60	120	71	COMPLIED
CORR 1 FL.	44	2	60	180	84/PL + 71(PL) + 127	COMPLIED

- EMERGENCY LIGHTING NOTES**
1. ALL EXIT DIRECTIONAL SIGNS AND EMERGENCY LIGHTING SHALL BE PLACED SO THAT THEY ARE CLEARLY VISIBLE FROM ALL PARTS OF THE ASSEMBLY SPACES AND THE BOTTOM OF ALL SIGNS SHALL BE AT LEAST 7'-0" ABOVE FLOOR LEVEL.
  2. ASSEMBLY SPACES SHALL BE PROVIDED WITH EMERGENCY LIGHTING FACILITIES SUFFICIENT TO PROVIDE 5 F.C. AT THE FLOOR LEVEL OF ALL EXITS, 3 F.C. AT CROSS AISLES 1'-6" ABOVE THE FLOOR AND 1 F.C. GENERAL ILLUMINATION 1'-6" ABOVE THE FLOOR.
  3. STORAGE BATTERY EQUIPMENT SHALL CONFORM WITH THE PROVISIONS OF SEC. 4 OF REFERENCED STANDARDS AS 17-3 OR CONSIST OF TWO BATTERY PACKS LISTED BY AN ACCEPTABLE TESTING LABORATORY OR CONFORM TO THE NATIONALLY ACCEPTED STANDARDS FOR EACH SOURCE OF EMERGENCY ENERGY.
  4. PROVIDE A TEST LOG ON THE PREMISES OF THE FUTURE UNIT FROM AN ACCEPTABLE TESTING LABORATORY.
  5. PROVIDE CERTIFICATION OF ELECTRICAL INSPECTION
  6. EMERGENCY LIGHTING COMPLES WITH SEC. 27-442
  7. ALL BATTERY UNITS SHALL BE 12 VOLTS.



**1 CELLAR FLOOR PLAN**  
Scale: 1/8" = 1'-0"

**PA TRAVEL DISTANCE** (SEC. 27-433, TABLE S-1)

EXIT A	MAX. PRIMARY TRAVEL DISTANCE:	89+42.9+127.5 FT. = 61.75 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
EXIT B	MAX. SECONDARY TRAVEL DISTANCE:	125+42.9+172.3 FT. = 45.33 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED

BUILDING FULLY SPRINKLED

**REHABILITATION AND ADDITION FOR 100 3RD AVENUE**  
NEW YORK, NEW YORK, 10003

Accepted for OPPN #1/04  
**Professional Certification MANHATTAN**  
Date: 05-08-2012

JOB No. ESTABLISHING P.A. (ALT.) # 10738361  
BUILDING FULLY SPRINKLED UNDER APPLICATION # 110436954

**K.V. LAMBIRIS ARCHITECT**  
21-28 CRESCENT STREET, LLC, NEW YORK-10106  
TEL: 718.946.2700 FAX: 718.946.2400

PROJECT:  
**100 3RD AVE., NEW YORK, NEW YORK**

DRAWING TITLE:  
**PUBLIC ASSEMBLY CELLAR FLOOR PLAN, PLOT PLAN, NOTES**

SEAL & SIGNATURE:   
DATE: 05-05-12  
PROJECT No: 2004-02  
DRAWING BY: A.D.  
CHK BY: KLAMBIRIS  
DWG No: PA-001.00



REHABILITATION  
AND ADDITION  
FOR  
**100**  
**3RD AVENUE**  
NEW YORK, NEW YORK, 10003

Accepted for OPPN #1  
Professional Certificate  
MANELATSAK, JTS  
Date: MAR 17 2004



JOB NO. ESTABLISHING P.A. (ALT 1) # 10735011  
BUILDING FULLY SPRINKLED  
UNDER APPLICATION # 11CA8884

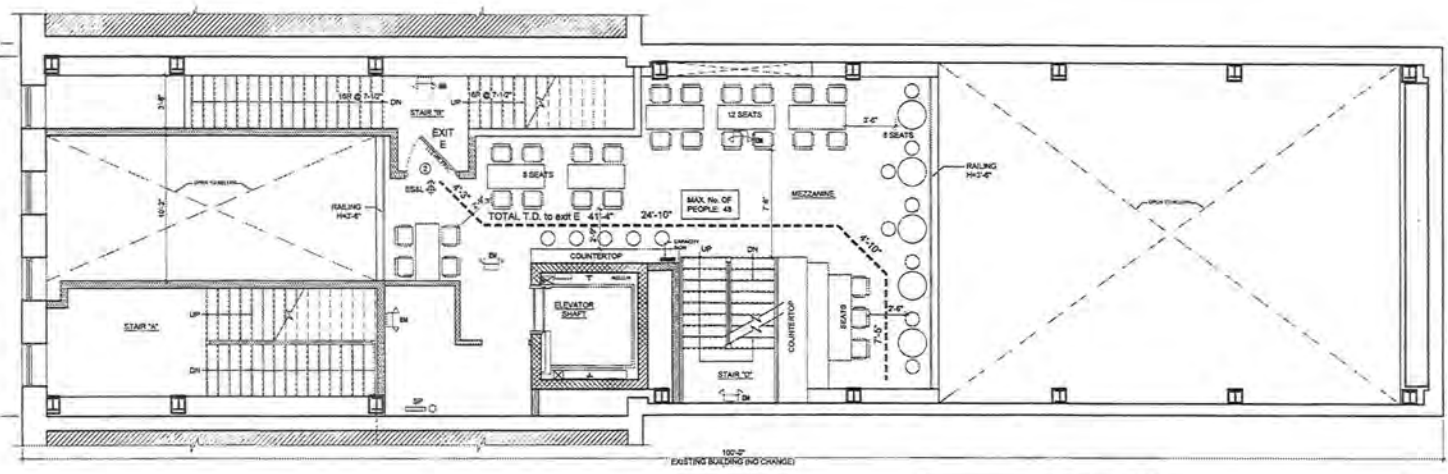
No. DATE ISSUE REVISIONS

**K.V. LAMBIRIS**  
ARCHITECT  
31-28 CRENSHAW STREET, L.L.C., NEW YORK, NY 10168  
TEL: 718.946.2700 FAX: 718.946.2400

PROJECT:  
**100 3RD AVE.,**  
**NEW YORK, NEW YORK**

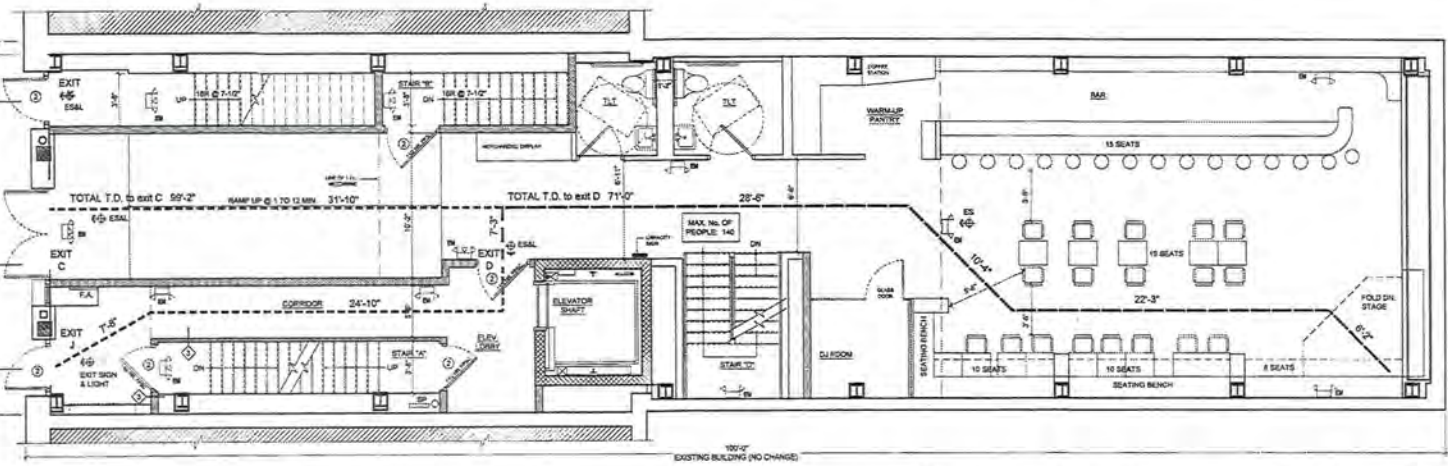
DRAWING TITLE:  
**PUBLIC ASSEMBLY**  
**FIRST FLOOR AND MEZZANINE PLANS**

SEAL & SIGNATURE: DATE: 06-05-12  
PROJECT No: 2004-02  
DRAWING BY: A.D  
CHK BY: K.LAMBIRIS  
DWG No:  
**PA-002.00**



PA TAVEL DISTANCE		(SEC. 27-633, TABLE 8-1)
EXIT E	MAX. TRAVEL DISTANCE: 85+42.5=127.5 FT. + 41.3 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
BUILDING FULLY SPRINKLED		

**1** FIRST FLOOR MEZZANINE PLAN  
Scale: 1/8"=1'-0"



PA TAVEL DISTANCE		(SEC. 27-633, TABLE 8-1)
EXIT C	MAX. PRIMARY TRAVEL DISTANCE: 88+42.5=130.5 FT. + 68.2 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
EXIT D	MAX. SECONDARY TRAVEL DISTANCE: 128+62.5=190.5 FT. + 11.8 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
BUILDING FULLY SPRINKLED		

**2** FIRST FLOOR PLAN  
Scale: 1/8"=1'-0"

**REHABILITATION  
AND ADDITION  
FOR  
100  
3RD AVENUE**  
NEW YORK, NEW YORK, 10003

Approved For GSEPT 11/10  
Professional Certification  
RECEIVED  
MAR 19 2010



JOB No. ESTABLISHING PA (ALT 1) # 10273021  
BUILDING FULLY SPRINKLED  
UNDER APPLICATION # 1104884

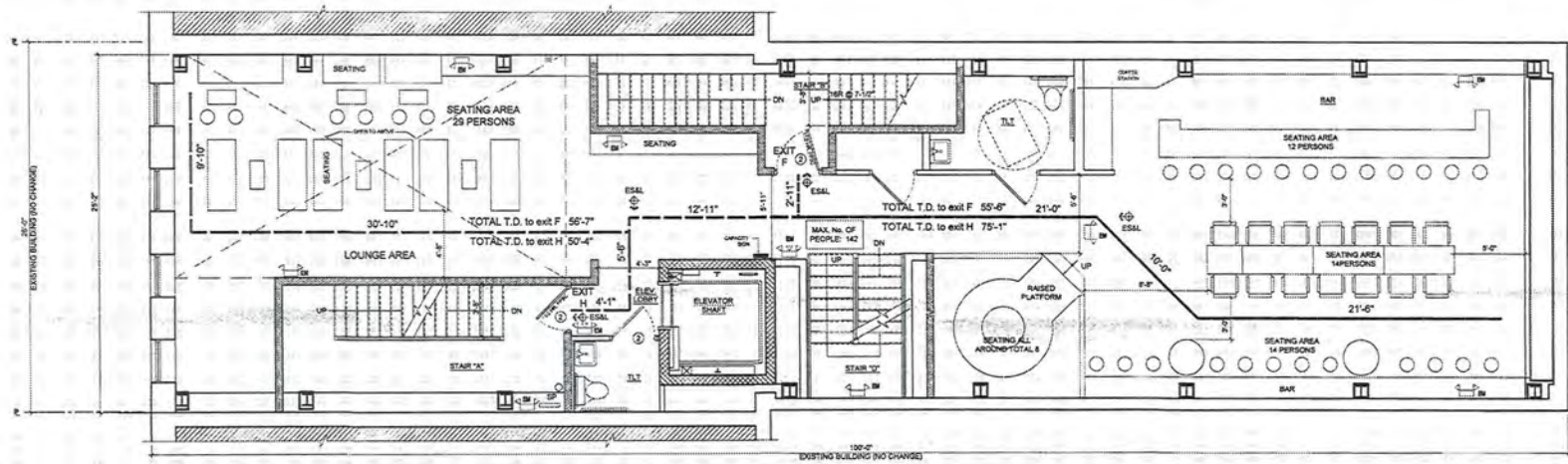
No. DATE ISSUE (REVISED)

**K.V. LAMBIRIS  
ARCHITECT**  
31-28 CRESCENT STREET, L.L.C., NEW YORK, NEW YORK 10108  
TEL: 718.946.2700 FAX: 718.946.2400

PROJECT:  
**100 3RD AVE.,  
NEW YORK, NEW YORK**

DRAWING TITLE:  
**PUBLIC ASSEMBLY  
SECOND FLOOR AND MEZZANINE PLANS**

SEAL & SIGNATURE: DATE: 06-05-12  
PROJECT No: 2004-02  
DRAWING BY: A.D.  
CHK BY: K.LAMBIRIS  
DWG No:  
**PA-003.00**



PA TRAVEL DISTANCE (SEC 27-533, TABLE 5-1)			
EXIT F	MAX. PRIMARY TRAVEL DISTANCE	85+42.3=127.3 FT. = 83.5 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
EXIT H	MAX. SECONDARY TRAVEL DISTANCE	123+42.3=165.3 FT. = 75.1 FT. (ACTUAL TRAVEL DISTANCE)	COMPLIED
BUILDING FULLY SPRINKLED			

**2 SECOND FLOOR PLAN**  
Scale: 1/4"=1'-0"



# Vinyl

Vintage Vinyl Record Store  
Coffee House  
Bar & Restaurant  
100 Third Avenue, New York

---

Vinyl Entertainment Inc.  
James Morrissey  
Bruce Caufield  
Gerard McNamee

# About James Morrissey



Founder & Owner of Signature Group - Largest Events & Marketing Business in Ireland

Events 2013: 500,000 customers annually operating in 22 Irish Bars & Nightclubs



Founder and Owner of The Late Late Bar & Spirit Grocer

(Houston & Allen St)

159 E Houston St, New York, 10002

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# Profile: 159 E Houston Street

Previously “The National Underground”, owned by Joey DeGraw

2007 - 2013: Litany of VIOLATIONS, COMPLAINTS, ARRESTS at “The National Underground”

October 2013: James Morrissey Acquired Property and opened The Late Late

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# Since 2013: The Late Late Bar & Spirit Grocer

2013 - Today:

Investment in property

Quality Food & Beverage Program

Regular Artistic Talent: Poetry, Art, Drama, Music

Quality Staff, Security

COMMUNITY INTEGRATION

PROFESSIONAL OWNERS WITH LONG-TERM PLANS

NO VIOLATIONS OR NYPD/FDNY/DOB ISSUES

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THE  
**LATE LATE**  
BAR & SPIRITGROCER

• 159 E HOUSTON ST •



# Profile: Bruce Caufield

Founder & Owner

HARP Raw Bar & Grill, 729 3rd Avenue, New York

Tracks Bar & Grill, Penn Station, New York

Previous Partner at: Nevada Smith's, 100 Third Avenue, New York

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# The Team



Principle & CEO: **James Morrissey**



Principle: **Bruce Caufield**



Group Operations: **Gerard McNamee**

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## Primary Service Providers

Real Estate: Arnold Gamberg, President Evo Realty

Architect: John Bohan

Construction: Killian Hunt

Interior Design: Sarah Abdullah, David Rockwell Group

RE Legal: Nathan Ferst

Legal: Terry Flynn

Accounting: John Donofrio

PR: John Saunders, CEO Fleishman Hillard Worldwide

Digital Marketing/Social Media: Tara Fougner & Stefany Cesari

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# Previous Awards / Press

PR:









# Results

Digital Exposure:



**fuse**  
where music lives



**Esquire**



**facebook**

Celebrity Endorsements:



# Proposed Concept: *Vinyl*

100 Third Avenue, New York

- Investment in Property
- RetroFit Concept
- Multi-Purpose Offering:

## **Vintage Vinyl Record Storefront**

Comprehensive collection of Vinyl Records on Sale Daily from 10am

Craft Coffee & Baked Goods Available Daily from 10am

## **Kitchen**

Irish American Food Pairings

## **Bar**

Upscale Craft Cocktail, Beer & Wine Program (12pm - 4am)

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# Proposed Concept: *Vinyl*

100 Third Ave, New York

Vinyl

Paying homage to the Irish rock music group Thin Lizzy and their inspiration in the international music scene of the 1970's

Phil Lynott: Regarded by many as Ireland's most talented musician (U2)

Fully functional Vinyl Storefront

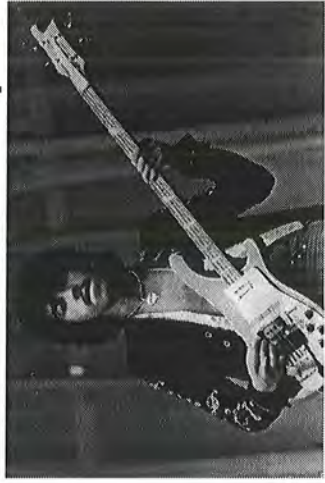
Walk back into the 70s: Entrance to bar & restaurant through vintage jukebox in Vinyl Store

Thin Lizzy toured the USA with Queen in 1977 supporting "A Day at The Races" Album

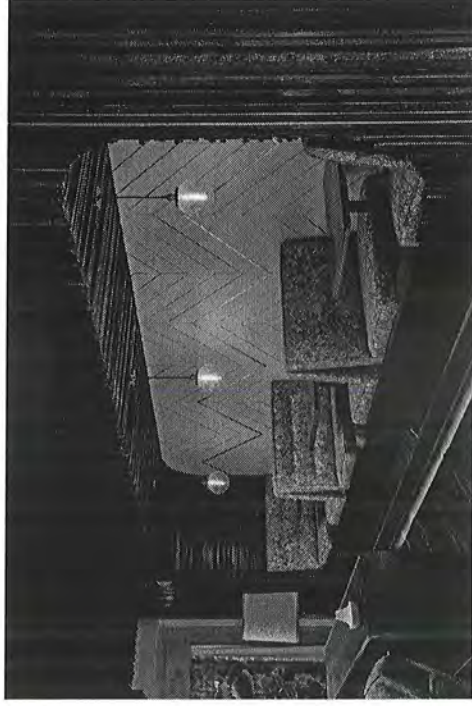
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# New Concepts



# VINYL 1970'S





# Vinyl : 100 Third Avenue, New York

Extensive collection of 1970's vinyl records for sale from Ireland & USA

Upscale 1970's interior representing a real home in America/Ireland in 1970s era

Authentic News/Sport/TV from 1970's USA & Ireland on B&W TVs

Poetry & Spoken Word Cultural Events

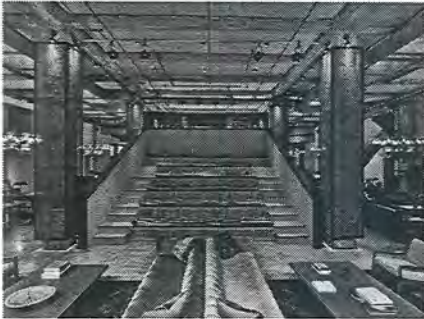
Art Focus: Commissioned Irish Artists Supplying Artwork for Interior

Bringing a Quality Upscale Offering 100 Third Avenue with a downtown focus on  
food, drink, music and art

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# Interior Design

Sarah Abdullah, Senior Lead Designer for David Rockwell Group.



The Neuehouse  
110 E 25th St.  
New York, NY 10010



The Neuehouse  
6121 Sunset Blvd,  
Los Angeles, CA 90028

Tribeca Tower Luxury  
Apartments  
105 Duane St, New  
York, NY 10007



Chefs Club  
275 Mulberry St,  
New York,  
NY 10012

# Sample Food Menu at Vinyl

Breakfast at The Vinyl Store

DAILY Records and Breakie

Grab & Go Acai Bowls \$5

Pure Health Acai

Base: Acai blended with bananas, almond milk and cold pressed apples Toppings: sliced bananas and hemp granola

Coconut Hemp Acai

Base: Acai blended with mango, pineapple, bananas and coconut water Toppings: sliced apple, blueberries, chia, coconut and hemp granola

Steel Cut Irish Oatmeal served with Almond Milk & Seasonal Berries \$5

MUD Coffee

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# Sample Food Menu at Vinyl

## Lunch & Dinner Menu

### **The Tayto Crisp Sambo \$8**

Famous Tayto "Cheese & Onion" crisps served on a chive brioche bun with house pickles, Ballymaloe stout ketchup & cheddar mayo

(Add Apple wood smoked bacon \$2)

### **Irish Cheese Board \$16**

Triple Crème Brie, Gorgonzola, & Dubliner Cheddar cheeses served with chutney, Irish crackers & house pickles

### **Ballymaloe Burger \$11**

100% organic grass fed beef, Dubliner Cheddar, lettuce, tomato, red onion, pickles and Ballymaloe stout ketchup served on chive brioche

(Add Apple wood smoked bacon \$2)

(Add Fries or Side Salad \$4)

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